

# Case Study

## New Contact Centre Solution for Mini Spares



Mini Spares had a traditional telecoms set up with ISDN and an ageing PBX at both sites. As they were experiencing increased call volumes, it was time to look into new telecoms solution that would deliver improved customer service and business efficiencies.

Keith Dodd started Mini Spares Centre back in 1975 as a direct result of seeing the need for specialist 'Mini' knowledge. These days Mini Spares operates from a 37,000 sqft warehouse in Potters Bar, with supporting premises in York and despite stocking a product line of over 9000 parts. Mini Spares is more than just a shop, with a dedicated team of forty plus who are proud to be a global hub for Mini enthusiasts, publishing articles, technical guidance and forums.

### System Audit

After an in-depth review, VSL installed a MiVoice Office IP platform into their Potters Bar site. With SIP trunk connections to replace the ISDN and Mitel IP phones, the networked solution seamlessly integrated with the York branch. Staff embraced the feature set on the easy to use mid-range and executive IP handsets.

### Simpler and Smoother for Customers

Customers are now offered just one number to call, irrespective of where the call is answered, minimising customer confusion and strengthening the Mini Spares brand. Staff make internal calls to colleagues helping to unite departments across dispersed geographical locations. Management has less infrastructure to manage and administration changes can be made companywide.

The MiCC contact centre solution provides Mini Spares with complete flexibility to split incoming calls across the two sites and is flexible enough to make changes as their business needs evolve. The real viewer (wall boards) display real-time call centre statistics showing information such as the number of calls waiting, helping to motivate staff and allow supervisors to respond appropriately. The agent reporting software provides the tools to analyse historic call data, identifying patterns to facilitate management decisions and drive standards.

### Summary

As a result of changing their telephone system, Mini Spares has seen staff efficiencies, improved morale and most importantly improved customer service. They are eager to embrace new technologies that allow them to respond to changing customer communications trends, so they can continue to be the world leader in Classic Mini.



Connectivity for Business

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